



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Approve Renewal of Contract with Outdoor Systems Advertising Company for City Leased Advertising Billboards

MEETING DATE: April 5, 2000

SUBMITTED BY: City Manager

RECOMMENDED ACTION: That the City Council authorize the City Manager to enter into a three-year contract with Outdoor Systems Advertising Company for advertising on the two billboards on Highway 99 at a monthly rate of \$1150.00 (1st year) per sign, \$1180.00 (2nd year) and \$1215.00 (3rd year) per sign representing a 3% annual escalator per year. This represents a 9% increase over last year's rate.

That the City Council authorize the City Manager to enter into a three-year contract with Outdoor Systems Advertising for an additional sign on Highway 12 East of Victor Road at a monthly rate of \$170.00 (1st year), \$175.00 (2nd year) and \$180.00 (3rd year). Lodi-Woodbridge Winegrape Commission is willing to participate in the costs of advertising by donating prepared art work for signage theme and by picking up the monthly cost of the smaller Highway 12 sign.

BACKGROUND INFORMATION: Three years ago the Council approved the three freeway signs. They have been well received by the community and tourists.

1. Serves as an excellent image-builder for the City of Lodi.
2. Dominates a market with landmark visibility.
3. Allows the City to effectively and creatively promote the character and quality of life of the community through the use of art work and word copy – Ag/wine theme, revitalized downtown, sports and recreation, tourism, etc.
4. Advertising rates are either below or comparable to those signs being leased by other commercial users along the Highway 99 corridor. Outdoor is seen all day, everyday. Outdoor Advertising is capable of producing frequency levels unmatched by any other medium.

Copies of the Outdoor Systems proposal, outdoor display advertising agreement, location maps and photos and related materials are attached for Council review.

FUNDING: Miscellaneous – Community Promotions

Respectfully submitted,


H. Dixon Flynn
City Manager

Prepared by: Cynthia Haynes
Assistant to the City Manager

APPROVED: _____


H. Dixon Flynn -- City Manager



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OUTDOOR ADVERTISING SPACE PROPOSAL FOR CITY OF LODI

TO: Cynthia Haynes

FROM: Brad Grover

DATE: 2/17/00

MARKET: Lodi

PRODUCT: Three Bulletins

TIMING: March, 2000, April 2000, July 2000 for 36 months

PRODUCTION: Not included (see non-space proposal)

RATE: #040410 12 x 40 Contract begins March, 2000
Year 1 - \$1,150 Year 2 - \$1,180 Year 3 - \$1,215

#007077 12 x 40 Contract begins April, 2000
Year 1 - \$1,150 Year 2 - \$1,180 Year 3 - \$1,215

#004540 12 x 24 Contract begins July, 2000
Year 1 - \$170 Year 2 - \$175 Year 3 - \$180

All space is subject to prior sale based on a first come, first served basis.

United States

Canada

Mexico

Spain & Mexico